

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
27 September 2001 (27.09.2001)(10) International Publication Number  
WO 01/72063 A1(51) International Patent Classification<sup>7</sup>: H04Q 7/22,  
G06F 17/60

CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(21) International Application Number: PCT/HU01/00031

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

(22) International Filing Date: 21 March 2001 (21.03.2001)

(25) Filing Language: English

**Published:**

(26) Publication Language: English

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

(30) Priority Data:  
P 0001207 23 March 2000 (23.03.2000) HU

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

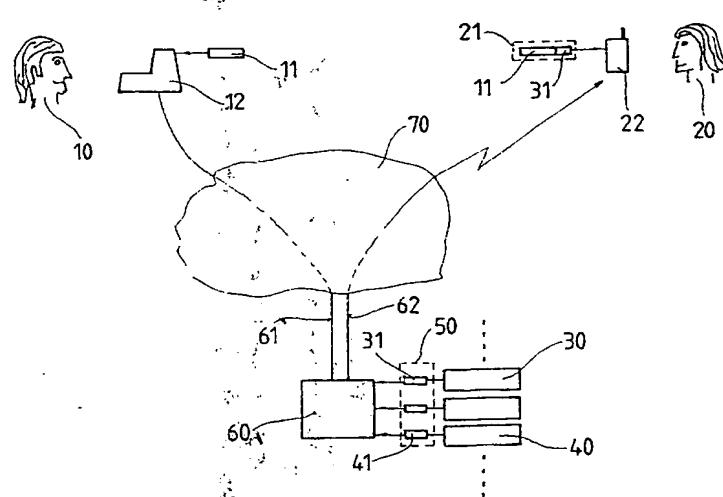
(71) Applicant and

(72) Inventor: CSÁKY, Zsigmond [HU/HU]; Báthori László u. 5, H-1029 Budapest (HU).

(74) Agent: RÓNASZÉKI, Tibor; Victor Hugo u. 6-8, H-1132 Budapest (HU).

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,

(54) Title: METHOD FOR ASSEMBLING TEXT MESSAGES



A1

WO 01/72063

(57) **Abstract:** A method for forwarding text messages from a sender to an addressee, during which with the assistance of a computer device a text message is created, then with the intervention of a telecommunications network the text message is sent through a message centre, then from the message centre is forwarded to the addressee. The characteristic feature of the method is that a supplementary message group (50) is formed of independent text units (31, 41) originating from external sources (30, 40) independent of the message centre (60), which text units (31, 41) of the supplementary message group (50) are input into the message centre (60) and are stored there individually, the text messages (11) arriving from the sender (10) at the message centre (60) are checked and, before being forwarded, by joining the arrived text message (11) with one of the message units (31, 41) from the supplementary message group (50) an extended text message (21) is created, and finally the extended text message (21) put together in this way is sent to the addressee (20).

BEST AVAILABLE COPY

## METHOD FOR ASSEMBLING TEXT MESSAGES

The subject of the invention relates to a procedure for forwarding text messages from a sender to an addressee, during which with the assistance of a computer device a text message is created, then with the intervention of a telecommunications network the text message is sent through the input gate of a message centre suitable for handling text messages into the message centre, the text message is interpreted in the message centre, then from the message centre, through its output gate the text message is forwarded to the addressee also with the intervention of a telecommunications network.

With the development of telecommunications radiotelephone networks have spread to an increasing extent, with the help of which they become easily accessible for people using the so-called "GSM" devices independent of their position. The possibility of sending text messages is also included among radiotelephone services. The essence of this is that texts built up of characters can be displayed on the small sized screen of the radiotelephone. Such text messages can be sent from another radiotelephone or also through the Internet from a computer. The messages are forwarded from the sending party to the addressee by a message centre.

There are several home pages on the Internet from where short text messages may be sent free of charge to one or possibly several radiotelephones. Examples of such services can be found at "<http://www.mtusms.com>", "<http://www.fresms.net>", and "<http://www.ingyensms.hu>".

The essence of the free SMS sending possibility is that while the senders write the text messages they can become acquainted with the content of the advertisements on the home page. The amounts paid by the advertisers to the operator of the home page cover the fees of the SMSs sent free of charge, which fees the operator of the home page is obliged to pay to the message centre service provider.

Such an Internet SMS service exists where the operator of the home page using some of the available characters that may be sent in the SMS message attaches a message presenting its own home page to the sender's message, and so the addressee also receives

some sort of message from the operator of the home page. Such a service can be found at the home page "<http://www.quios.com>".

A deficiency of the known solutions, however, is that they do not exploit the advertising possibilities hidden in the SMS sending process. The income originating from the advertisement placed on the home page does not make it possible for the number of messages sent free of charge by one person to be unrestricted.

With the procedure according to the invention our objective is to overcome the deficiencies of the known situation and to work out an SMS sending possibility with the help of which numerous advertising messages can be sent to the addressee in such a way that the free message sending possibility of the sender is not damaged, but the operator of the home page has enough income for the service provided by it.

The basis of the idea behind the invention was formed by the recognition that advertising messages composed by external advertisers can be placed in the message centre, which in a suitable way can be attached to the messages to be sent, and with this the advertising value of the SMSs can be significantly increased as can the effectiveness of the advertisement, as a result of which the task can be solved.

In accordance with the set aim the procedure according to the invention for forwarding text messages from the sender to the addressee, – during which with the assistance of a computer device a text message is created, then with the intervention of a telecommunications network the text message is sent through the input gate of a message centre suitable for handling text messages into the message centre, the text message is interpreted in the message centre, then from the message centre, through its output gate the text message is forwarded to the addressee also with the intervention of a telecommunications network, – is based on the principle that a supplementary message group is formed of independent text units originating from external sources independent of the message centre, which text units of the supplementary message group are input into the message centre and are stored there individually, the text messages arriving from the sender at the message centre are checked and, before being forwarded, by joining the arrived text message with one of the message units from the supplementary message group

an extended text message is created, and finally the extended text message put together in this way is sent to the addressee.

A further criterion of the procedure according to the invention may be that the independent message units originating from the individual external sources are continuously checked and changed as necessary.

During a possible execution of the procedure an Internet connection is created between the sender and the message centre and the text message is sent in this way to the input gate of the message centre.

In a further version of the invention the extended text message is forwarded to the addressee's radiotelephone.

The advantage of the procedure according to the invention is that with its application every text message may always be linked to a current advertising message that is uploaded to the message centre from an external source, and for sending it the composer of the advertising message pays the message centre, and so in essence undertakes the message sending fee from the sender.

Another advantage is that in the case of messages sent from a computer device, through the Internet, due to the technical conditions and the undertaking of the costs a text message – free of the restrictions enforced up till now – may be sent to any number of addressees and also on any number of occasions. In accordance with this the number of advertising messages sent with text messages will also increase, which will significantly improve the effectiveness of the direct-marketing type advertisement.

Another advantage of the procedure according to the invention that needs to be emphasised is that the advertising messages uploaded into the message centre from the external source may be continuously refreshed and in this way it is always current advertisements that appear on the radiotelephone of the addressee, which further improves the effectiveness of the advertising.

In the following the invention is described in more detail in connection with an example, with the help of a drawing. On the drawing

Figure 1 is a sketch illustrating the procedure according to the invention.

An arrangement showing a possible realisation of the procedure can be seen on figure 1. It can be clearly seen that the computer device 12 is allocated to the sender 10, with the help of which the sender 10 may write the text message 11 he intends to send. The computer device 12 of the sender 10 is connected to the input gate 61 of the message centre 60 with the help of the telecommunications network 70, while the output gate 62 of the message centre 60 is linked to the addressee's 20 radiotelephone 22 also with the intervention of the telecommunications network 70. Then the extended text message 21 formed from the text message 11 and the text unit 31 appears on the addressee's 20 radiotelephone 22.

Figure 1 also shows that the message centre 60 is connected to external source 30 and external source 40. Text unit 31 belongs to external source 30 and text unit 41 belongs to external source 40. Text unit 31 and text unit 41 together form the supplementary text group 50.

Henceforward the procedure is shown in connection with a procedural example.

Example 1:

In this version of the procedure the sender's 10 text message 11 written with the help of the computer device 12 gets to the addressee's 20 radiotelephone 22 in the following way.

First text unit 31 and text unit 41 are collected from the external source 30 and the external source 40, as advertisers, from which we have created the supplementary message group 50 and the supplementary message group 50 is stored in the message centre 60.

Following this the text message 11 with the assistance of an Internet connection is sent through the telecommunications network 70 through the input gate 61 of the message centre 60 into the message centre 60. In the message centre 60 the number of characters in

the text message 11 is checked and it is determined whether it is under the desired valued, so one of the members of the supplementary message group 50 stored in the message centre 60, in this case message unit 31, is linked behind the text message 11 and so the extended text message 21 is created.

Following this the extended text message 21 is sent back through the output gate 62 of the message centre 60 to the telecommunications network 70, and from there – in a way known in itself – is sent to the addressee's 20 radiotelephone 22.

The procedure according to the invention can be well applied in networks suitable for forwarding text messages, for supplementing the service with the mediation of advertisements, and at the same time for increasing the income of the service provider.

**List of references**

10 sender	11 text message
20 addressee	12 computer device
30 external source	21 extended text message
40 external source	22 radiotelephone
50 supplementary text group	31 text unit
60 message centre	41 text unit
70 telecommunications network	61 input gate
	62 output gate

BEST AVAILABLE COPY

**Claims**

1. A procedure for forwarding text messages from a sender to an addressee, during which with the assistance of a computer device (12) a text message (11) is created, then with the intervention of a telecommunications network (70) the text message (11) is sent through the input gate (61) of a message centre (60) suitable for handling text messages (11) into the message centre (60), the text message (11) is interpreted in the message centre (60), then from the message centre (60), through its output gate (62) the text message (11) is forwarded to the addressee (20) also with the intervention of a telecommunications network (70), **characterised by** that, a supplementary message group (50) is formed of independent text units (31, 41) originating from external sources (30, 40) independent of the message centre (60), which text units (31, 41) of the supplementary message group (50) are input into the message centre (60) and are stored there individually, the text messages (11) arriving from the sender (10) at the message centre (60) are checked and, before being forwarded, by joining the arrived text message (11) with one of the message units (31, 41) from the supplementary message group (50) an extended text message (21) is created, and finally the extended text message (21) put together in this way is sent to the addressee (20).
2. The procedure according to claim 1, **characterised by** that, the independent message units (31, 41) originating from the individual external sources (30, 40) are continuously checked and changed as necessary.
3. The procedure according to claim 1 or 2, **characterised by** that, an Internet connection is created between the sender (10) and the message centre (60) and the text message (11) is sent in this way to the input gate (61) of the message centre (60).
4. The procedure according to any of claims 1 – 3, **characterised by** that, the extended text message (21) is forwarded to the addressee's (20) radiotelephone (21).

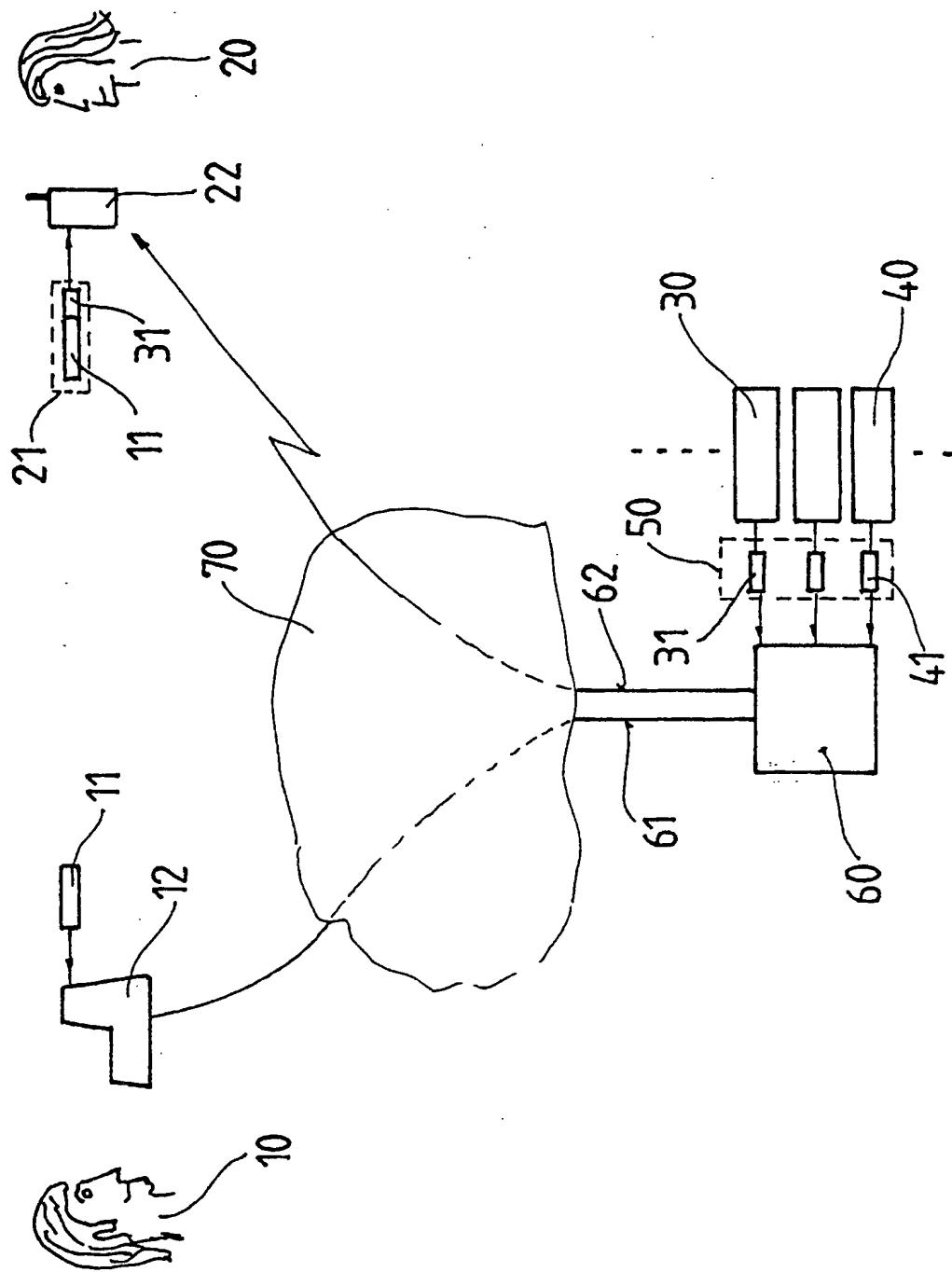


Fig. 1

BEST AVAILABLE COPY

# INTERNATIONAL SEARCH REPORT

1  
na Application No  
PCT/HU 01/00031

A. CLASSIFICATION OF SUBJECT MATTER  
IPC 7 H04Q7/22 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
IPC 7 H04Q G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)  
EPO-Internal, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 96 24213 A (FREEMARK COMMUNICATIONS INC) 8 August 1996 (1996-08-08) the whole document ---	1-4
X	DE 198 01 563 A (ERICSSON TELEFON AB L M) 22 July 1999 (1999-07-22) page 7, line 55 - line 68 ---	1-4
A	WO 97 41654 A (MCLORINAN ANDREW GEORGE ;TSOUKAS GEORGE JAMES (AU); ERICSSON TELEF) 6 November 1997 (1997-11-06) the whole document ---	1-4
E	WO 01 20506 A (VAZVAN BEHRUZ ;RADIOLINJA AB OY (FI)) 22 March 2001 (2001-03-22) the whole document page 17, line 19 -page 18, line 21 figures 7,8 -----	1-4

Further documents are listed in the continuation of box C.

Patent family members are listed in annex.

\* Special categories of cited documents .

- \*A\* document defining the general state of the art which is not considered to be of particular relevance
- \*E\* earlier document but published on or after the international filing date
- \*L\* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- \*O\* document referring to an oral disclosure, use, exhibition or other means
- \*P\* document published prior to the international filing date but later than the priority date claimed

\*T\* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

\*X\* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

\*Y\* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

\*Z\* document member of the same patent family

Date of the actual completion of the international search

Date of mailing of the international search report

30 July 2001

06/08/2001

Name and mailing address of the ISA  
European Patent Office, P.B. 5818 Patentlaan 2  
NL - 2280 HV Rijswijk  
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
Fax: (+31-70) 340-3016

Authorized officer

Kampouris, A

# INTERNATIONAL SEARCH REPORT

Information on patent family members

Original Application No

PCT/HU 01/00031

Patent document cited in search report		Publication date		Patent family member(s)		Publication date
WO 9624213	A	08-08-1996	AU	4902096 A		21-08-1996
DE 19801563	A	22-07-1999	AU	2518799 A		02-08-1999
			WO	9937070 A		22-07-1999
WO 9741654	A	06-11-1997	AU	2375097 A		19-11-1997
			EP	0864211 A		16-09-1998
WO 0120506	A	22-03-2001	FI	991958 A		16-03-2001
			AU	7290600 A		17-04-2001

Form PCT/ISA/210 (patent family annex) (July 1992)

THIS PAGE BLANK (USPTO)

ORIGINAL  
NO MARGINALIA